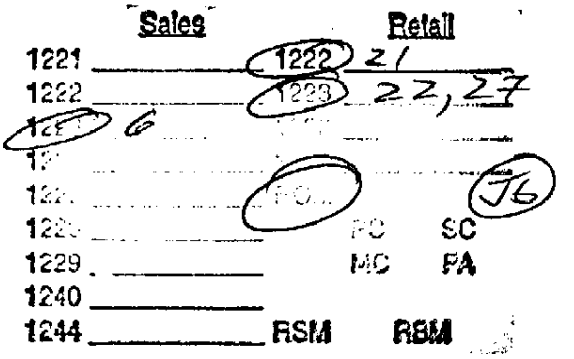
To: 2200 - Atlanta Region, 2210 - Atlanta ROU, 1100 - Boston Region (KERSHON),
2100 - Winston-Salem Region, 2110 - Winston-Salem ROU, 1700 - Pittsburgh Region,
1710 - Pittsburgh ROU, 1810 - Cinncinati ROU (WEBSTES), 6610 - Denver ROU,
2600 - Dallas Region, 6210 - Chicago ROU, 6600 - Denver Region, 2610 - Dallas ROU,
6710 - Detroit ROU, 6200 - Chicago Region, 6700 - Detroit Region,
5110 - N. California ROU (MORRISL), 6900 - St. Louis Region (VOREMBL),
6910 - St. Louis ROU (JOHNSOK4), Bastian, Georgia N.,
1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICHA),
5810 - Houston ROU (HOWARDC), 5800 - Houston Region (MYERSL),
6310 - Minneapolis ROU (EUBANKS), 5610 - Seattle ROU (SCOTTS),
5600 - Seattle Region (UNDERDK), 5410 - S. California ROU (PECKHAK),
5400 - S. California Region, 1300 - Philadelphia Region (HAYESJ4),
1310 - Philadelphia ROU (METZG), 1110, 2310 - S. Florida ROU (LAIRDS),
2300 - S. Florida Region (SMITHJ5), 1600 - Buffalo Region (BURRELL),
1610 - Buffalo ROU (BRZEZIE), 2910 - Richmond ROU (YOUNGP),
2900 - Richmond (RHYNEJ), 6300 - Minneapolis Region, (REAUMER),
5100 - N. California Region, (FLOTTMD)
DDA:MSMAIL=RJRWS/WSEXCH/ODOMT; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWS/WSEXCH/FIORIB; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWS/WSEXCH/BESTJ; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWS/WSEXCH/CUNDARP; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWS/WSEXCH/ELLEGAJ; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWS/WSEXCH/SANDERR; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWS/WSEXCH/FITZGED; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWS/WSEXCH/WILMESD; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWS/WSEXCH/QUALKIS; O=RJREM; P=WSX400; A=RJR; C=US

From: Washburn, M
Posted: 7/14/98 12:05
Opened: 7/14/98 15:31
Subject: walmart compliance call-in day-july 30,

rou's:

please copy to affected people asap.....

marty washburn



51853 5043

Source: https://www.industrydocuments.ucsf.edu/docs/gqkn0000

R.J. REYNOLDS
TOBACCO COMPANY

Marty Washburn
National Account Manager-Wal*Mart

1002 McClain Road
Suite 108
Bentonville, AR 72712
1-501-464-0859 (Phone)
1-501-464-0217 (Fax)

July 14, 1998

To: All Region Sales Managers
All Division Sales Managers
All Retail Managers

Subject: Wal*Mart Compliance "Call-In Day".....1-800-432-7578 is the number to call

Ladies & Gentlemen:

We have set up a special "Call-In Day" for RJR field representatives for Thursday, July 30 from 8am until 12 noon (Central Time). Call in number is 1-800-432-7578.

During the call-in period, Wal*Mart operations people will be in my office to field calls from our representatives on compliance problems at store level. They will give direction to store management on ways to correct RJR non-compliance and reiterate our contract guidelines.

Please communicate the following protocol for the call-in to your people:

1. RJR representative must be at the store with a member of store management, preferably with the Manager and the cigarette department manager.

2. Have the problem identified prior to calling my office, ie RJR space not set to POG, chronic out-of-stocks, competitors removing authorized RJR signage, store consistently late starting or does not start RJR buydwons on time or does not place shelf flags on promotions, etc.

3. RJR representatives should explain to store management that the reason for the call is to help the store earn their contract dollars and hear compliance requirements "Officially" from Wal*Mart personnel and determine a solution to the problem.

4. Due to time constraints and the number of stores, calls will be limited to approximately 5 minutes.

5. If you are unable to schedule being at a problem store for this call-in, we anticipate future call-in days to accommodate your needs.

Important Note:

Wal*Mart/McLane Operations, after 6 months, has finally started giving our monthly non-compliance report to all Regional Vice Presidents My office is now fielding calls from Wal*Mart District Managers on why they were not paid. It is important that RJR management contact these District Managers on a regular basis to address local compliance problems/opportunities. Your followthrough is needed.

Marty Washburn

cc: Fiori, AVP's, AMO's

51853 5044

Source: https://www.industrydocuments.ucsf.edu/docs/gqkn0000